NOVEMBER/DECEMBER 2025

23PSCM26/23PSCP26 — ADVERDISING AND MEDIA MANAGEMENT

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define Advertising.
2. Explain the advertisement designing.
3. Explain the structure of on advertisement.
4. List of types of media.
5. What is Media planning?
6. Define advertisement agencies.
7. Explain the principles of advertisement layout.
8. State the Selection of advertising agencies.
9. What is advertisement budgeting?
10. Explain the percentage of sales methods.

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Explain about the evaluation of advertising.

Or

(b) Write briefly about elements of advertising copy.

12. (a) Explain the various aspect of advertising.

Or

(b) Write about the layout structure of advertisement.

13. (a) Explain about DAGMARA approach.

Or

(b) Explain the role of media to promote business.

14. (a) What are the factors affecting choice of media?

Or

(b) Explain the functions of advertisement agencies.

15. (a) Explain competitive parity method.

Or

(b) Explain briefly the situational analysis.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the Economic and Social aspect of advertising.

17. Discuss about the various stages in company process.

18. Explain the impact of media advertising.

19. Briefly explain the types of advertisement budgeting.

20. Explain the various factors influencing choice of media.

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